



Florida Agricultural Statistics Service
1222 Woodward Street
Orlando, Florida 32803
407 / 648-6013

<http://www.nass.usda.gov/fl>

FOLIAGE, FLORICULTURE AND CUT GREENS



July 2004

FOLIAGE PLANTS

Florida leads the Nation in sales of potted foliage for indoor use and foliage hanging baskets with sales of slightly over \$400 million during 2003, down one percent or \$5 million from the \$405 million sold in 2002. Potted foliage sales accounted for almost \$371 million of the 2003 total while the sales of foliage hanging baskets totaled about \$29 million. During 2002, potted foliage sales totaled a little over \$372 million while sales of hanging baskets totaled nearly \$33 million. Florida's 393 commercial foliage growers used a little over 200 million square feet to produce foliage during 2003, up one percent from the comparable 2002 area of slightly over 197.0 million square feet. The 101 firms whose sales of foliage totaled a million dollars or more in 2003 accounted for nearly 76 percent of all sales or \$302.1 million. During 2002, 104 growers with foliage sales of a million or more accounted for about 74 percent of all foliage sales. Producers in the million dollar sales or more category used 129.8 million square feet to produce potted foliage during 2003 compared with 130.5 million square feet the previous year.

Foliage gross sales in the southeast, which includes the counties of Broward, Dade, and Palm Beach, totaled nearly \$229 million during 2003 which represents about 57 percent of all 2003 foliage sales. Southeastern growers used 147.9 million square feet to produce the 2003 potted foliage crop, down one percent from the previous year. The Apopka area, which includes the counties of Lake, Orange, and

Seminole, sold foliage worth \$142.1 million during 2003 which is 36 percent of all 2003 foliage sales. Apopka producers used almost 30.0 million square feet, down three percent from the previous year.

TOPICS IN THIS REPORT for Firms with . . .	Number of firms		Value of sales	
	2002	2003	2002	2003
<i>Million dollars</i>				
\$10,000 or more sales ^{1/}	1,203	1,087	833.4	823.0
\$100,000 or more sales ^{2/}	697	642	810.9	803.1
Foliage Plants	422	393	405.1	400.0
Cut Cultivated Greens	139	114	88.2	83.4
Potted Flowering Plants	113	108	87.9	90.7
Bedding Plants ^{3/}	133	127	125.4	124.2
Cut Flowers	16	13	22.7	21.9
Propagative Materials	NA	NA	81.6	82.8

^{1/} Estimates by product not available. Sales for growers below \$100,000 estimated by multiplying the number of firms in each sales category by the mid-point of each dollar value range.

^{2/} Product sales may not add to total due to rounding.

^{3/} Includes annual bedding plants and herbaceous perennials.

NA - Not available.

FOLIAGE PLANTS: Number of commercial producers with \$100,000 plus sales of all floriculture products, square feet in production, and value of sales, by area and size group, 2002 and 2003, **FLORIDA** ^{1/}

	Number of firms		Square feet in production ^{2/}						Value of sales ^{3/}	
			Covered area		Open area		Total area			
	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003
AREA	Number		1,000 square feet						1,000 dollars	
Apopka ^{4/}	195	181	29,379	28,592	1,491	1,402	30,870	29,994	136,732	142,093
Southeast ^{5/}	173	156	88,853	84,653	60,588	63,199	149,441	147,852	239,554	228,972
Other	54	56	14,606	16,806	2,291	5,374	16,897	22,180	28,818	28,957
All Areas	422	393	132,838	130,051	64,370	69,975	197,208	200,026	405,103	400,022
SALES CATEGORIES										
\$1-\$99,999 ^{6/}	20	20	377	195	124	487	501	682	640	853
\$100,000-\$249,999	120	104	9,807	11,374	3,787	6,197	13,594	17,571	18,711	16,160
\$250,000-\$499,999	100	95	13,763	13,168	4,935	4,821	18,698	17,989	33,946	31,356
\$500,000-\$999,999	78	73	22,105	21,313	11,776	12,679	33,881	33,992	52,387	49,562
\$1,000,000-& over	104	101	86,786	84,001	43,748	45,791	130,534	129,792	299,419	302,091
All sales categories	422	393	132,838	130,051	64,370	69,975	197,208	200,026	405,103	400,022

^{1/} 2003 preliminary. 2002 revised. ^{2/} Square footage utilized for producing both hanging baskets and potted foliage was counted only once. However, for those firms having some area exclusively for hanging baskets, the questionnaire design did not have sufficient detail to pick up this portion of the hanging basket area. ^{3/} Equivalent gross wholesale value of all sales. May not compare with previous years values which were value less the cost of propagative material. ^{4/} Includes Lake, Orange, and Seminole counties. ^{5/} Includes Broward, Dade, and Palm Beach counties. ^{6/} This group includes firms that had over \$100,000 in value of total sales from all nursery products included in the survey but had sales of less than \$100,000 for foliage plants.

GROWERS WITH SALES OF ALL FLORICULTURE PRODUCTS OVER \$100,000

Wholesale value of all products, foliage, and cut flowers,
2002 and 2003 in selected States ^{1/}

State (Rank) ^{2/}	All Products		Foliage Plants						All Cut Flowers	
			All Foliage		Potted Foliage		Hanging Baskets			
	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003
1,000 dollars										
FLORIDA (2)	810,946	803,120	405,103	400,022	372,205	370,530	32,898	29,492	22,735	21,967
California (1)	1,001,190	984,907	97,536	98,913	82,727	84,596	14,809	14,317	298,696	305,801
Michigan (3)	306,271	322,754	3,699	3,370	2,078	2,350	1,621	1,020	8,299	8,797
Texas (4)	296,510	284,740	21,053	26,211	13,851	16,701	7,202	9,510	3/	3/
New York (5)	161,969	170,081	3,906	4,057	2,862	2,832	1,044	1,225	5,570	4,272
Ohio (6)	172,968	166,271	6,288	5,974	3/	2,824	2,728	3,150	3/	1,063
Pennsylvania (7)	159,435	156,255	4,535	3,373	2,849	2,426	1,686	947	3,768	2,891
North Carolina (8)	148,739	155,524	5,782	7,481	2,098	2,749	3,684	4,732	3,204	3,165
New Jersey (9)	149,069	138,999	4,399	4,331	3,565	3,211	834	1,120	7,377	7,200
Washington (10)	99,066	103,575	1,481	1,946	1,089	1,324	392	622	17,742	18,371
South Carolina (11)	92,405	102,627	1,319	1,056	3/	3/	885	801	3/	851
Illinois (12)	102,009	100,611	2,220	2,988	1,192	1,780	1,028	1,208	899	675
Oregon (13)	84,564	93,074	2,031	2,276	3/	1,587	687	689	11,022	11,063
Maryland (14)	77,990	79,660	799	1,482	698	1,355	101	127	3/	3/
Connecticut (15)	75,943	78,191	1,727	1,492	1,423	1,126	304	326	913	3/
Hawaii (22)	63,317	62,882	14,923	14,552	14,762	14,417	161	135	17,187	17,257
36 States	4,754,174	4,760,325	622,560	622,766	538,837	541,097	83,723	81,669	427,081	424,996

Wholesale value of bedding plants and potted flowering plants,
2002 and 2003 in selected States ^{1/}

State (Rank) ^{2/}	Bedding/Garden Plants						Flowering Potted Plants			
	Annual Bedding/ Garden Plants		Herbaceous Perennial		Flowering Hanging Baskets ^{4/}		All Flowering Potted Plants		Poinsettias	
	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003
<i>1,000 dollars</i>										
FLORIDA (2)	105,429	104,056	19,965	20,097	4,684	4,302	87,873	90,732	14,098	15,491
California (1)	265,207	252,029	54,397	53,179	9,254	8,786	206,687	193,182	38,798	35,890
Michigan (3)	159,174	177,724	58,599	52,210	22,862	25,885	30,736	32,567	13,194	13,230
Texas (4)	184,489	175,121	32,192	28,662	15,967	16,825	48,892	46,906	17,043	14,972
New York (5)	77,459	82,818	21,797	24,429	12,005	12,011	47,874	45,533	12,546	12,782
Ohio (6)	99,310	99,146	37,435	33,660	17,412	19,447	24,521	21,409	13,060	12,180
Pennsylvania (7)	61,072	64,257	17,011	20,727	12,131	11,312	43,301	40,975	14,211	14,786
North Carolina (8)	73,305	74,096	22,634	25,385	13,735	13,517	40,902	42,798	16,654	18,370
New Jersey (9)	56,280	51,448	34,573	32,417	8,671	7,967	33,293	31,979	10,321	10,257
Washington (10)	42,711	38,736	16,559	21,429	5,417	4,230	8,753	7,557	5,466	5,251
South Carolina (11)	13,765	14,078	65,787	71,861	2,041	1,974	11,534	14,781	2,904	5,202
Illinois (12)	45,991	40,941	25,875	28,981	8,502	6,317	20,638	21,595	9,625	9,769
Oregon (13)	27,764	32,190	9,216	12,592	3,164	3,414	19,229	19,184	2,440	2,434
Maryland (14)	51,610	52,384	16,553	17,265	5,547	6,322	9,028	8,529	6,388	6,332
Connecticut (15)	30,559	35,127	30,937	27,437	4,523	5,802	11,383	14,135	5,686	4,900
Hawaii (22)	3,602	3,879	242	253	^{3/}	^{3/}	23,162	21,907	1,246	1,074
36 States	1,789,783	1,805,440	611,166	618,493	209,942	215,809	843,940	829,013	252,983	251,814

^{1/} Equivalent wholesale value of all sales for all crops.

^{2/} State rank based on sales of all floriculture products.

^{3/} Missing data were included in 36 States to avoid disclosure of individual operations.

^{4/} Includes begonia, geranium (cuttings), New Guinea impatiens, petunias, and other flowering hanging baskets.

GROWERS WITH SALES OF ALL FLORICULTURE PRODUCTS OVER \$100,000

POTTED FLOWERING PLANTS: Number of commercial firms, number of pots, and value of sales at wholesale, 2002 and 2003, **FLORIDA**

Crop	Number of producers		Number of pots less than 5 inches		Number of pots 5 inches or more		Total quantity sold		Value of sales at wholesale ^{1/}	
	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003
	<i>Number</i>				<i>1,000 pots</i>				<i>1,000 dollars</i>	
Poinsettias	40	40	1,144	1,131	3,152	3,440	4,296	4,571	14,098	15,491
Orchids	46	51	1,922	1,913	2,438	3,379	4,360	5,292	34,288	40,241
Potted Florist mums	16	15	482	457	2,077	2,012	2,559	2,469	7,116	6,834
African Violets	11	9	754	716	37	28	791	744	1,015	972

^{1/} Equivalent wholesale value of retail and wholesale sales.

CUT FLOWERS: Number of commercial firms, quantity sold, and wholesale price and value, 2002 and 2003, **FLORIDA**

Crop	Number of producers		Quantity sold		Wholesale price		Value of sales at wholesale ^{1/}	
	2002	2003	2002	2003	2002	2003	2002	2003
	<i>Number</i>		<i>-- 1,000 spikes--</i>		<i>--- Cents per spike---</i>		<i>1,000 dollars</i>	
Gladioli	4	4	49,581	39,444	25.6	25.0	12,693	9,861
Snapdragons	4	4	4,415	4,757	31.4	35.1	1,386	1,670
Other cut flowers ^{2/}	9	10	^{3/}	^{3/}	^{3/}	^{3/}	5,595	7,779

^{1/} Equivalent wholesale value of retail and wholesale sales.

^{2/} Excludes cut lilies.

^{3/} Not estimated.

BEDDING/GARDEN PLANTS AND BASKETS: Number of commercial firms, number of pots, baskets, and flats sold, and value of sales at wholesale, 2002 and 2003, **FLORIDA** ^{1/}

Crops	Number of producers		Number of pots less than 5 inches		Number of pots 5 inches or more		Wholesale price less than 5 inches		Wholesale price 5 inches or more		Value of sales at wholesale ^{2/}	
	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003
POTS	<i>Number</i>		<i>1,000 pots</i>				<i>Dollars</i>		<i>1,000 dollars</i>			
Impatiens, I. wallerana	58	54	11,505	13,385	1,708	1,866	0.63	0.57	1.20	1.15	9,298	9,775
Vegetables ^{3/}	21	23	2,714	2,584	1,671	1,497	0.75	0.75	1.65	1.90	4,793	4,782
Hardy garden Mums	26	21	144	87	1,533	1,627	0.95	0.90	2.00	2.10	3,203	3,495
Petunias	43	42	2,971	2,547	570	617	0.55	0.55	1.10	1.20	2,261	2,141

Crops	Number of producers		Unit	Quantity sold		Wholesale price		Value of sales at wholesale ^{2/}	
	2002	2003		2002	2003	2002	2003	2002	2003
	<i>Number</i>			<i>1,000 units</i>		<i>Dollars</i>		<i>1,000 dollars</i>	
Impatiens	11	9	Flats	302	193	6.97	6.64	2,105	1,282
Vegetable ^{3/}	10	7	Flats	123	85	6.04	6.42	743	546
Foliage Hanging	162	139	Basket	8,545	7,373	3.85	4.00	32,898	29,492
New Guinea Impatiens	19	21	Basket	462	430	4.00	3.78	1,848	1,625
Petunias	13	14	Basket	69	61	3.80	4.00	262	244

^{1/} Unfinished plants sold to other producers are not included.

^{2/} Equivalent wholesale value of retail and wholesale sales.

^{3/} For home garden use.

CUT CULTIVATED GREENS: Florida remains the Nation's leader in sales of cut cultivated greens among the 36 States surveyed. Florida sales of all cut greens during 2003 totaled over \$83.4 million, nearly 77 percent of the value for all cut greens sold in the 36 States. The 2003 value fell five percent below the 2002 value of \$88.2 million. Leatherleaf ferns represented nearly \$47.0 million of the 2003 total versus \$51.9 million in 2002. Growers received an average price

of 83 cents per bunch of leatherleaf ferns for the 56.6 million bunches sold in 2003. Sales of other cut greens totaled \$36.5 million, up slightly from the \$36.3 million that producers received for other cut greens sold in 2002. Pierson, Florida is the heart of the "Fern Capital of the World". Growers there and in the surrounding areas of North Central Florida grow a wide variety of ferns and other greens.

CUT CULTIVATED GREENS: Number of commercial producers with \$100,000 or more sales of all floriculture products, bunches sold, and value of sales, by States, 2002 and 2003

Selected States and crops	Number of firms		Quantity grown and sold		Total value of sales ^{1/}	
	2002	2003	2002	2003	2002	2003
	<i>Number</i>		<i>1,000 bunches</i>		<i>1,000 dollars</i>	
FLORIDA						
Leatherleaf ferns	114	96	60,374	56,572	51,922	46,955
All other cut greens	125	104	^{2/}	^{2/}	36,320	36,457
CALIFORNIA						
Leatherleaf ferns	^{3/}	^{3/}	^{3/}	^{3/}	^{3/}	^{3/}
All other cut greens	45	34	^{2/}	^{2/}	16,798	15,722
OTHER STATES						
Leatherleaf ferns	20	15	1,533	1,515	1,712	1,707
All other cut greens	21	17	^{2/}	^{2/}	1,089	863
36 STATES						
Leatherleaf ferns	134	111	61,907	58,087	53,634	48,662
All other cut greens	222	189	^{2/}	^{2/}	60,139	59,976

^{1/} Value of all sales at wholesale level including harvesting costs.

^{2/} Bunches are not comparable in this category as units differ depending on crop variety.

^{3/} Included in other States to avoid disclosure of individual operations.

ALL FLORICULTURE PRODUCTS: Number of Commercial producers with \$10,000 or more sales, by sales categories, and area in production, by type of cover, 2002 and 2003 **FLORIDA** ^{1/}

Sales categories	Number		Glass green-houses		Fiberglass and other rigid green-houses		Film plastic greenhouses		Shade and other cover		Open ground	
	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003
	<i>1,000 square feet</i>						<i>Acres</i>					
\$100,000 or more	697	642	4,770	5,389	11,710	10,855	42,060	41,300	300,005	288,105	8,950	8,470
\$10,000 or more	1,203	1,087	4,820	5,415	12,375	11,635	45,880	44,345	320,600	305,990	9,975	9,350
\$10,000 - \$19,999	91	84										
\$20,000 - \$39,999	149	119										
\$40,000 - \$49,999	57	58										
\$50,000 - \$99,999	209	184										
\$100,000 - \$499,999	395	346										
\$500,000 or more	302	296										

^{1/} Area by sales category not available.